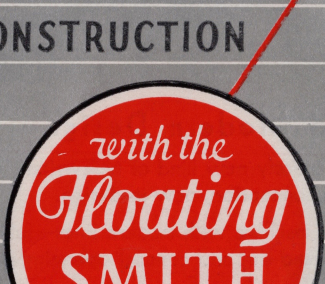
A NEW KIND of typewriter

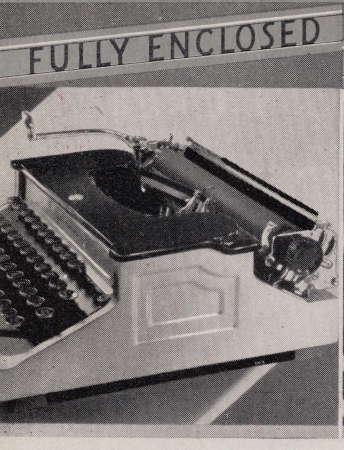
NEW SIZE
NEW SHAPE
NEW FEATURES
NEW CONSTRUCTION



Sterling Model

Smith-Corona

These 5 features DISTIN



Enclosed Modern Design

This is an entirely new kind of typewriter. New in purpose, new in conception, new in design.

A beautiful machine with modern lines—fully enclosed to keep out dust and dirt and conceal operating parts.

It is more than a portable, yet convenient size and weight have been maintained. Large rubber suction feet prevent creeping on desk or table and permit sliding the fingers underneath the machine making it—EASY TO PICK-UP.

Natural "Piano Key" Action

An entirely new principle of design provides a normal, easy touch, much like the striking of a piano key.

With this machine ANYONE can soon learn to type rapidly. Easy for beginners—a boon to professional operators. The key follows the finger instead of pulling away from it as on other typewriters. The touch is adjustable to suit the tastes of the individual operator.

GUISH the Smith-Coro

Don't stand for NERVE RACKING "CARRIAGE CLATTER"

On the ordinary typewriter, with each shift for capitals you raise the carriage, which returns with a rebounding noise usually spoken of as "CARRIAGE CLATTER."

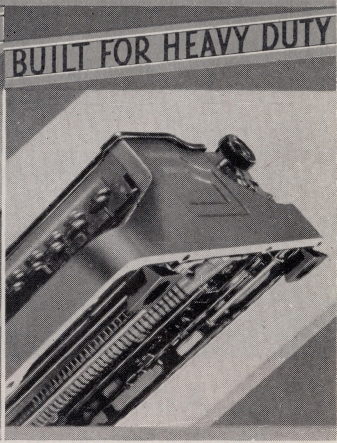
On the Smith-Corona, which is equipped with the famous FLOATING SMITH SHIFT, (used on the L C Smith for 25 years) the carriage does not move—the type shifts instead—noiselessly, on ball bearings.

Three distinct advantages result—noiseless, shockless operation, better alignment and easier, lighter action.

Before purchasing ANY typewriter—**test the shift key**—make sure that you will not be annoyed with nerve racking "Carriage Clatter."

Insist on the

na from other Portables



High Speed Carriage Return

In sharp contrast with other machines, the carriage return here is full size just as supplied on the large office typewriters.

Instead of fumbling about in search of a tiny gadget, the carriage is returned swiftly by a single stroke which scarcely takes the hand from the keyboard.

Now for the first time professional operators can make comparable speed on a portable.

Durable Construction

Before buying a portable typewriter, examine the frame. A typewriter must be rigid if operating parts are to stay in proper adjustment.

Look underneath the machine—make sure that the frame extends COMPLETELY around the typewriter, especially in front of the keyboard. With the thumb and forefinger grasp the frame at the side of the keyboard to be sure that it is of thick, solid construction. Smith-Corona is the STRONGEST portable.

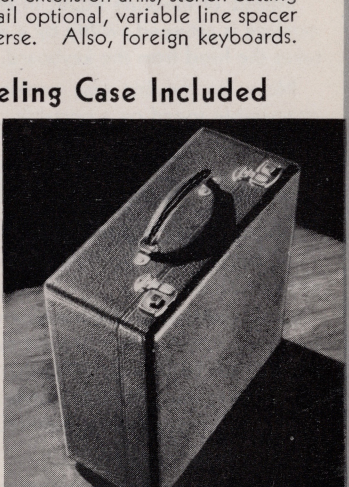
The All-Purpose Typewriter

Here is a typewriter to fit all requirements. For the student, teacher, writer or professional man, there are special vocational keyboards containing engineering, chemical and medical characters.

Salesmen, store keepers and office workers will appreciate the tabulator for bills, statements and tabular work—red and black ribbon, paper extension arms, stencil cutting device, paper fingers or bail optional, variable line spacer and automatic ribbon reverse. Also, foreign keyboards.

Combination Traveling Case Included

With your Smith-Corona comes a beautiful carrying case from which this machine is instantly removable, leaving it a handsome personal traveling bag, equally suitable for protecting the typewriter from the hard knocks of travel, or for use as a weekend bag when the machine is left at home.



EVERY HOME NEEDS A SMITH-CORONA

"The Personal Writing Machine"

The entire family will soon get into the habit of sitting down to the Smith-Corona for those many writing tasks which bob up every day in every home.

It soon becomes second nature—pens and pencils are forgotten, even frowned upon, for typewriting is so much more up-to-date, more legible. Whether it be social letters, business letters or memos, or school work—custom has made it correct usage.

Be modern—encourage your family to be up-to-date. Do not let a few dollars a month stand in the way of family betterment. It is a small investment but it pays big dividends.

Decide now to give it a trial—fill in the coupon below for full details of the Smith-Corona convenient purchase plan. Black, maroon or green finish and many types and keyboards at no extra cost.

Tabulator model $65
Non-tabulator model $60

Nemzer Typewriter Exchange

All Makes, Typewriter & Adding Machines

390 East 46th Street

Brooklyn - New York

Tel: PResident 1678 - 3-1111

SMITH CORONA PRODUCT

. . . . Please send full details about the Smith-Corona and your convenient purchase plan.

. . . . I have a typewriter make . . . . . Serial No. . . . . , what will you allow me for it in trade toward a Smith-Corona?

Name . . . . . .

Address . . . . . .

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